

How to introduce new safety technologies

THE
BUSINESS
OF
SAFETY

Let's face facts:

Driving is dangerous, and crashes are expensive.

There are many reasons why installing safety technology in your fleet or upgrading your fleet to newer and safer models makes sense.

But ultimately, it comes down to your duty of care to provide a safe workplace.

Yet sometimes, drivers may resist the safety technologies that could save their lives. It's easy to declare they're stubborn and don't want to change; however, businesses often introduce new technology without consultation or explanation.

To deliver the promised safety improvements, you need to be confident drivers will understand and engage with the technology rather than working around it.

Having good technology and good driver relationships is often overlooked, yet it doesn't have to be complicated or difficult.

Make an effort to listen to their concerns and include them in your decision-making and rollout processes.

Here are five suggestions to help you have better conversations about technology:

- ▶ Explain why you're bringing in a new technology
- ▶ Demonstrate its benefits and advantages
- ▶ Listen to feedback and take action as needed
- ▶ Deploy the technology with instruction and training
- ▶ Share feedback with the team



Explain why you're bringing in a new technology

Nobody likes having a decision, or a new process, dropped on them with no explanation and no idea what it's all for.

Take the time to explain why you're investing in a new system or device - and be 100% honest. Team members will see through sales pitches that aren't on the level. Are you fixing a specific problem, making a general improvement to fleet safety, or simply updating existing assets?

Letting your team know what's going on gives them a better context to understand why you're doing what you're doing. It'll also make them more likely to accept the changes.

WHY?

Because you want your drivers to understand and accept what you're trying to achieve.



DO:

Be clear on the problem it's solving and what success will look like.



Demonstrate its benefits and advantages

Show, don't tell. Bring some real-world examples, data or statistics to the conversation to demonstrate the new technology's effectiveness.

Make sure you know the tech inside-out so you can answer questions confidently.

Getting buy-in for new tech is twice as hard when you don't know how to drive it first.

Better still, see if you can get someone from another organisation using the technology, or a sales rep or technician from the vendor, to visit your business and explain how it works and how it helps.

WHY?

Because seeing is believing - and if you can't make a good case for the technology, you'll have trouble with user acceptance.



DO:

Include practical demonstrations, test machines and conversations with experts in your deployment plans.



Listen to feedback and take action as needed

Your drivers will be using the technology day to day, so you must listen to what they're saying about it.

Take careful note of your team's concerns and objections. This is insight into how they view the technology and what the business intends in rolling out that technology

They may identify issues that you have not considered.

Address concerns, even the ones you don't agree with. Open and honest discussion allows ideas to be shared and misunderstandings to be cleared.

WHY?

Because your drivers will know if you're not listening to them.



DO:

Listen carefully, speak honestly and always get back to drivers about questions you couldn't answer on the spot.



Deploy the technology with instruction and training

Trial the technology before a full-fleet rollout so that you can iron out any bugs.

Operational or compatibility problems can spell disaster and make teams less receptive to future programs. And make sure your drivers know how to use the technology before it's deployed.

Even a single session will make a big difference - some people might enjoy figuring out a new device or system, but most just want to get on with their jobs.

After the new technology has gone live, offer follow-up training or refreshers if needed; don't leave your staff unsupported.

WHY?

Because you want your drivers to use the technology properly.



DO:

Provide training to everyone who might use the technology and follow up with refreshers as needed.



Share feedback with the team

Once you've deployed the technology, ask for feedback. In person, by email, on a form ... the critical thing is to show the team you want to know how it's working for them.

With feedback in hand, you can make adjustments, offer additional training or take other steps to ensure adoption.

Critically, share the feedback and the actions you're taking as a result with the whole team, so they can see you're listening.

WHY?

Because you want the feedback, and you want the team to know you're fine-tuning as needed.



DO:

Schedule a message or communication to share the feedback with the whole team.



Introducing new technologies is an excellent opportunity to demonstrate your commitment to driver safety and customer service.

Don't blow it by lecturing instead of listening.

For more information about truck safety, visit nti.com.au/better-business-hub

nti



Insurance products are provided by National Transport Insurance, a joint venture of the insurers Insurance Australia Limited trading as CGU Insurance ABN 11 000 016 722 AFSL 227681 and AAI Limited Trading as Vero Insurance ABN 48 005 297 807 AFSL 230859 each holding a 50% share. National Transport Insurance is administered on behalf of the insurers by its manager NTI Limited ABN 84 000 746 109 AFSL 237246.

Disclaimer: Information in this document is general only. It does not take into account an individual's personal or business circumstances. While all due care has been taken, it is not intended as legal, financial or business investment advice and should not be construed or relied upon as such. Before making a commitment you should consider seeking your own independent advice. NTI.MB05071.30042021